

Atty. Docket No. 696.002

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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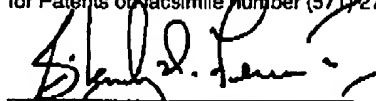
OCT 17 2006

In re Application of : Srinivasan et al.
Serial No. : 09/804,735 Examiner : Jean Janvier
Filed : March 13, 2001 Art Unit : 3622
For : DETERMINING THE EFFECTIVENESS OF
INTERNET ADVERTISING (as amended)

October 17, 2006

AMENDMENT

I hereby certify that this correspondence and any documents referred to as enclosed therewith are being transmitted by facsimile to the Commissioner for Patents on facsimile number (571) 273-8300 on October 17, 2006.


Stanley D. Ference III
Reg. No. 33,879October 17, 2006
Date of Signature

Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Sir:

Responsive to the Office Action dated April 17, 2006, kindly enter the following amendments. The amendments find full support in the claims and/or specification as originally filed.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks begin on page 6 of this paper.